

## MERCHANDISE INFORMATION DISPLAYING METHOD IN ELECTRONIC MALL SYSTEM ON INTERNET

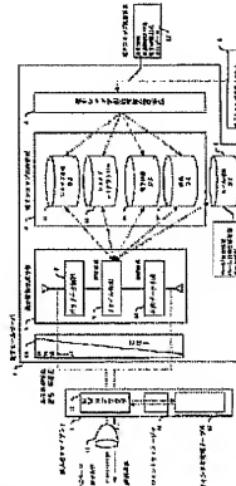
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### Abstract of JP10105829

**PROBLEM TO BE SOLVED:** To easily compare and select commodities by displaying all the necessary information such as merchandise information in another window at the time of selecting the each store of a virtual mall provided on Internet through a display.

**SOLUTION:** A customer designates URL of a mall on a client personal computer 1 physically connectable to Internet. By a display information generating means 5, the entrance picture of 'virtual mall' is displayed and 'store name list display' list-displaying all the names of the stores in the virtual mall is selected. Next, the list picture of store names is displayed and at the time of selecting a desired store name (men's suit A) from this list, the guiding picture of the selected store is displayed in individual windows. Next, 'the list of merchandise' is selected from the store picture of each store. Then, merchandise information (suit AA, e.g.) on sale at 'men's suit' is confirmed by the displayed commodity list picture to select favorite one.



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